

Media Release

DKSH Japan Supports Yuzu Harvest in Kochi Creating Sustainable Value Through Local Collaboration

DKSH Japan strengthens support for sustainable agriculture with fifth consecutive yuzu harvest initiative in Kochi Prefecture. This initiative not only addresses critical labor shortages and strengthens local agriculture but also fosters global opportunities for Japanese yuzu.



Tokyo, Japan, December 1, 2025 - DKSH Japan has continued its support for yuzu harvesting in Kochi Prefecture for the fifth consecutive year. Since its launch in 2021, the initiative has aimed to address labor shortages faced by local producers while promoting sustainable agricultural and contributing to revitalize the local economy.

Strengthening Regional Collaboration

This year's activity took place in November with eleven DKSH employees assisting producers in Kochi with harvesting, committing to our corporate social responsibility goals. The initiative provided an opportunity to strengthen trust and relationships with local producers and discuss the future of regional agriculture.

Satoshi Asada, President, DKSH Japan, paid a courtesy visit to Kochi Governor Seiji Hamada to discuss the development of the yuzu industry, agricultural sustainability, and export promotion. The meeting was also attended by Fumihiro Yamashita, Executive Managing Director of JA Kochi Prefecture, reaffirming the importance of collaboration between government, industry, and local communities. Discussions also explored new opportunities for other Japanese products such as matcha, green tea, flavors, and alcoholic beverages.

Supporting DKSH's Purpose and Social Impact Strategy

This initiative reflects DKSH's purpose of Enriching People's Lives and aligns with its Social Impact Strategy, which focuses on creating tangible benefits for local communities.

Satoshi Asada, commented: "Our initiatives go beyond business; they reflect our commitment to building lasting partnerships with local communities. Supporting Kochi's yuzu industry is a meaningful way to preserve Japan's agricultural heritage and share its value with the world, while contributing to the strength of local economies."



Photo (from right): Mr. Fumihiro Yamashita, Executive Managing Director, JA Kochi Prefecture;
Mr. Seiji Hamada, Governor of Kochi Prefecture; Mr. Satoshi Asada, President, DKSH Japan

Growing Global Demand for Japanese Yuzu

Kochi Prefecture is one of Japan's leading yuzu-producing regions and the fruit's distinctive aromas and acidity have driven strong demand in European markets, particularly France.

DKSH has been exporting yuzu juice and yuzu oil from Kochi since 2014. The company now offers a diverse portfolio of yuzu-based products, including juice, oil, and powder, delivering new value to local culinary traditions and international markets.

DKSH Japan will continue to support producers in Kochi and promote the appeal of Japanese yuzu worldwide, while contributing to the realization of sustainable agriculture.

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 28,060 specialists, generating net sales of CHF 11.1 billion in 2024. DKSH Business Unit Performance Materials distributes specialty chemicals and ingredients for food, pharmaceutical, personal care, and various industrial applications. With 58 innovation centers and regulatory support worldwide, DKSH creates cutting-edge formulations that comply with local regulations. With around 1,720 specialists, the Business Unit generated net sales of CHF 1.4 billion in 2024. www.dksh.com/pm

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